

## GOODYEAR CO.'S AMAZING GROWTH

Began With \$12,500 in 1908;  
Did \$131,000,000 Business in 1918

The story of the automobile tire, now a part of the daily life of millions of people all over the world, furnished one of the greatest of all industrial romances.

Although originally invented by an Englishman, the modern tire is today typically American in its development and chief features. It has brought rubber from a lowly place among the modern industries to the front rank, so that today it stands only a little way behind steel in the industrial affairs of the world.

Only a few years ago the motorist could not start out on a Sunday afternoon's ride with his family without fear and trembling for his tires. The comic papers were filled with his tire troubles. Now, all this has been changed and the old difficulties are practically eliminated. The motorist of today may forget his tires and give himself the peace of mind necessary to an enjoyable trip. Debris of old tires is found only in the Goodyear cord tires at Daytona, Florida, 400 to 500 miles in official tests at speeds exceeding 150 miles an hour, breaking all world speed records from one to twenty miles. The tires at the end of the trials showed no sign of wear. This shows that the tires of today will do.

A large part of this tire development has been due to the Goodyear Tire and Rubber Company of Akron, Ohio. The name of the Goodyear company has come to be as indelibly associated with the automobile tire as the name of Charles Goodyear is linked with the vulcanization of rubber. The Goodyear company towers among the wonders of American industry.

So amazing has been the company's development—doubled in three years, fifteen fold in the last decade—that it is difficult to keep pace with its tremendous growth. Its factories stand as a symbol for the service and quality of product that has made the company a leader in the rubber industry of the world.

Its rarely paralleled expansion is truly spectacular. From 1890, when it occupied a square foot of floor space to its present area of ninety-five acres exclusive of its branches, from 100 employees to approximately 30,000, this is the story of twenty years. From a modest little enterprise in a strawboard factory bought with borrowed capital to one of the world's largest manufacturing corporations it has rapidly increased.

The mammoth plant which bears the inventor's name, although he had no part in its inauguration, was established in 1893 during the period that bicycle tires and carriage tires were the most prominent rubber product. The growth of the automobile industry to sizable proportions a little later was responsible for the greater expansion of the plant.

The growth of the company has been of a sturdy and enduring kind. Starting with an initial investment of only \$12,500, of which \$10,000 was in cash and that borrowed, the plant is now valued at nearly \$30,000,000, with an output in 1918 of \$131,000,000.

In 1908 the output of the Goodyear Company in value had increased to \$2,000,000 from a humble start of less than half a million during its first year. The Goodyear Company was the pioneer in the development of the types of tires that are now serving to make automotive transportation a success.

Among these the most conspicuous are the straight tread automobile tire, and the pneumatic "cord" tire, both of which were brought out in 1904. Goodyear pneumatic cord tires for motor trucks have taken motor trucks out of the slow speed, heavy duty class and transferred them into the class of high speed transportation agents.

In the manufacture of tires of high quality only the finest of cotton fabrics can be used, for if a tire is built up of fabric containing the slightest defect its deterioration in actual service is bound to originate at the point of the defect, however small. The Goodyear Tire and Rubber Company has long had its ideas as to what to expect from cotton fabric.

Often times they were unable to buy on the open market the kind of fabric that had the tensile strength consistent with the Goodyear ideals of manufacture. So a few years ago they secured their own cotton mills in Goodyear, Conn., and by developing their own processes of tire duck manufacture they were able to construct a fabric or canvas that was stronger than any other tire fabric on the market.

To carry out the idea of perfecting to the greatest possible extent the raw materials that go into their tires Goodyear later opened up an immense cotton plantation in Arizona, developing a 20,000 acre project in the Salt River Valley, on which a long staple cotton has been produced that is better than the long staple cotton of any part of the world.

The Goodyear Tire and Rubber Company is one of the largest users of crude rubber in the world. Its last year's operations alone required 28,000 tons of rubber valued at over \$40,000,000. Part of this rubber was grown on Goodyear's own rubber plantation in Sumatra, where thousands of acres have been planted to the Hevia Brazilian rubber tree—the tree that produces the finest grade of rubber.

The output of the Goodyear factories is now 25,000 tires a day and it will be 30,000 a day before July 1. The company recently developed and announced a new plan of factory management, which involves broad and comprehensive principle of an employees council of industrial relations in keeping with the modern trend of the times. During the present year the company is looking forward to a business of approximately \$175,000,000 gross, with reasonable assurance that this will be accomplished.

### DARK TIRES ARE NO FAD.

That its tires are now made in dark colors is due not to a fashion but to important improvements in the compounds which make up the tire tread. It is the statement of the United States Tire Company.

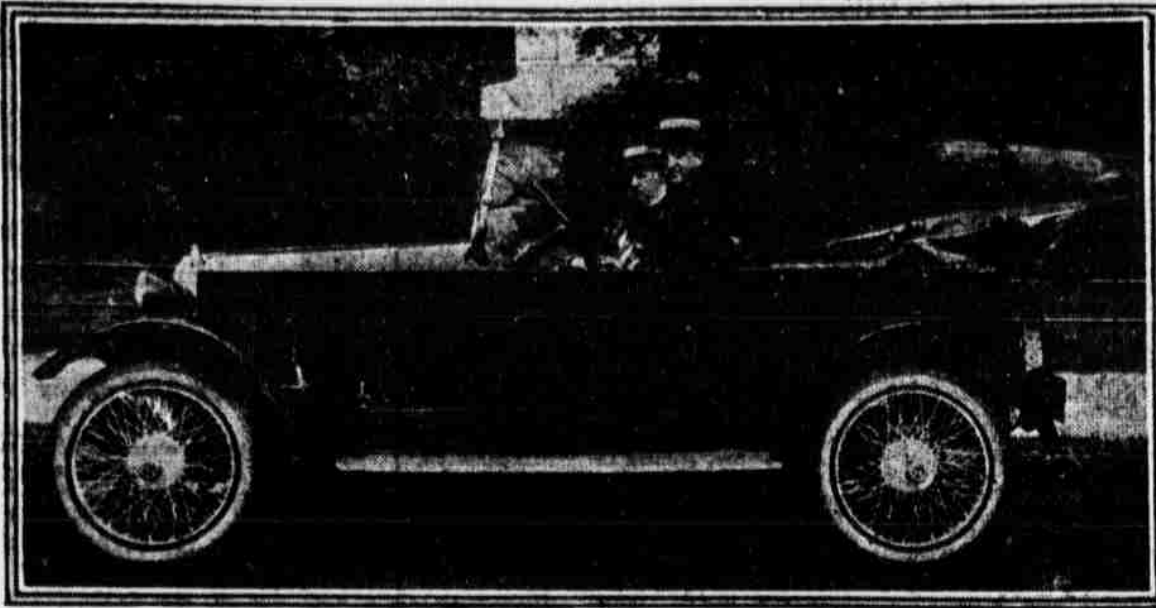
After a long period of experimentation this company developed a new formula for its tread compounds, so much tougher and much better wearing that it was adopted as the standard of manufacture, even though it called for a change from the light color to which the public has been accustomed.

Before the dark tire was placed on the market it was thoroughly tested by the testing fleets of the company. These tests demonstrated that the dark compound produced tires of greater mileage than the lighter stock. The dark colored tires have been on the market long enough now to demonstrate their superiority.

Aside from the matter of the quality of the tire, the dark colored tire has a decided advantage in that it is not so easily discolored as the light tire. It keeps a light colored tire presentable required frequent dressing, but the black needs no attention of this sort.

If the dark tire offered no superior points the light tire would probably be in demand with buyers who regarded it with favor, but the unquestioned superiority in toughness and durability of the dark tread makes the matter of color a negligible factor when considered in connection with the subject of the real merits of the tire.

## Hollier Six Is Well Received in New York.



A new car has come to "the Row." The Hollier Six, made in Chelsea, Michigan, by the Lewis Spring and Automobile Company and handled here by Norris Mason and W. Irvine Pickling of the New York Fulton Truck Company at 240 West Fifty-ninth street. The Hollier is a remarkably good looking car and all its units, except the red seal Continental motor, are made right in the Lewis factory. The car sells for \$1,785 f. o. b. factory.

Both Mason and Pickling are very well known automobile men of wide experience and already many predictions very complimentary to them are being made about the successful introduction and establishment of the Hollier in this territory. There is an interesting sidelight on the closing of the Hollier agency with these two wide-awake dealers. W. H. Schott, general manager of the Hollier organization, happened to be in New York at the time the recent intercity automobile contest was getting under way between the New York Athletic Club and the Chicago A. A. Pickling was captain of the New York team, and in talking with Schott learned that a Hollier Six was en route over the roads to a point in Connecticut. He persuaded the Hollier man to put the car into the run to Greenwich, Massachusetts. The car

arrived here late Wednesday afternoon, too late for any adjustments or a workout. The following morning it started with the rest of the cars, with Pickling, who had never been in a Hollier before, at the wheel. Pickling drove the entire distance of 800 miles and made a perfect score. Then the deal for the agency was closed.

It is not enough to call the Hollier Six simply "snappy." It is in fact distinctive. Its lines are thoroughly European. From the French plate glass windows in the rear to the radiator shell are to be found the standard principles of design that sell for many times the amount.

This is an ideal car for the average family. Built with a wheelbase of 116 inches it has a long, graceful body design. The body has ample room for five large persons. Its roominess is one of the noticeable features. When you ride in it, you will immediately note the perfect road balance that has been achieved. This and the unusual lightness make for economy of upkeep.

Here are the complete specifications: Seating capacity, five passengers; wheelbase, 116 inches; motor, six cylinder Continental, cast in bloc 3 1/4 x 1 1/4 inches, 25 to 35 horse-power, S. A. E. rating; lubrication, pressure distribution; cooling system, centrifugal pump circulating

system, cellular radiator, 14 inch fan, four blade; gasoline system, seven gallon tank in rear, Stewart vacuum system; electric system, Spiltdorf motor generator; ignition, generator storage battery system, with coil and distributor; electric lights, large headlights with improved diffusing lenses, speedometer light, tail light; clutch, aluminum cone clutch faced with raybestos; transmission, selective type with three speeds forward and reverse, gear ratio 4.41 to 1; rear axle, full floating type with spiral bevel drive; springs, front are semi-elliptic 1 1/2 x 2 1/2, rear cantilever 2 x 4 1/2; wheels, artillery type wood, wire wheels optional at extra cost; tires, 32 x 4 inches, non-skid on all wheels; brakes, internal expanding 13 x 1 1/4 inches, external contracting 12 x 3 inches; fenders, full crown type; upholstery, genuine French plaid leather; top, one man type, bevel French plate glass windows in rear, curtains open with doors; equipment, rain vision slanting windshield, Moto meter, electric horn, electrically lighted walnut instrument board on which are located speedometer, clock, carburetor control. Ignition and lighting switch on steering column, combination robe and hand rail on back of front seat, foot rest in tonneau, complete set of tools, tire carrier at rear with extra rim; color, Rolle-Royce blue, carmine and standard blue black; model, touring car.

lent that enticing country atmosphere. As one of the Maxwell customers remarked yesterday, "It is just like walking into the garden of some luxurious suburban home with the motor car set directly upon its gorgeous lawn."

Electric fans have been liberally distributed throughout the room, making a real cool and delightful resting place for the tired motor car seeker, who has been out along the Row in the hot sun in quest of an automobile.

Car owners who use dry batteries often have occasion to lament the brief existence of these devices. In many cases the real reason why the dry batteries fail so rapidly is simply because they are not protected from moisture, dirt and excessive vibration. It is easy to make a stout wooden box fitted with a cover and permanent terminal connections. The sides, bottom, ends and cover are made of hard wood three-eighths of an inch thick. The box may be made to accommodate as many cells as desired, either in single or double rows. The various parts of the box are screwed together and the inside is given an even adorning with birch bark covered floor, in which are blooming several varieties of green plants, which further

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### MAXWELL'S UNIQUE DISPLAY.

Has Transplanted Country to Broadway Showroom.

Harry J. De Bear, manager of the New York Maxwell-Chalmers branch at 1805 Broadway, has just raised the curtain on one of the prettiest and most attractive scenes yet depicted along Broadway in an automobile showroom.

The Broadway and Sixty-second street corner has been identified for many years with Chandler success, where the sales and service departments have been operated most effectively together. The Chandler organization now occupies a great part of the building, but there is not space enough to satisfactorily handle the steadily increasing business, and the acquiring of additional floors became necessary.

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## High Spots on the Row

ELMER THOMPSON is a good old soul most of the time, but he fell down badly last Wednesday when he failed to tell us that the car he pressed into service for us between Bear Mountain and New York was the official touring car, or "tugboat," if you please, of the Automobile Club of America. He didn't tell us either that it was a 1912 model. We were not supposed to know anything about these things because we were automobile editors.

And after we had been riding as we supposed in considerable style with a uniformed chauffeur, it was considerable of a shock to be told by rank outsiders along the way that our car was minus floor handles and a right rear hub cap, and that in the list of telltale equipment one still did carry was a distorted left rear hub cap that had been pulled out of shape when it was used as a winch, and a great iron ring bolted to the rear end of the frame to take the business end of the towing rope. In other words, we didn't know up to that moment that we were labelled "wrecking crew" and apparently framed up to make a holiday for a lot of garage men between Nyack and Glen Ridge, who pointed out the old boat's obvious defects as a touring car and waxed enthusiastic over her general get up for a handy old thing around the place to pull other cars out of trouble. We didn't know we would have to turn down half a dozen cash offers for her along the highways. We didn't know what we had done to be treated so shamefully by a man we had always considered friendly and trustworthy.

All we knew when we had the car presented to us at Bear Mountain Inn was that it had bright red wheels, springless cushions, and a leak in the radiator. She looked good to us, as far as we looked, because we were so far from home.

But why keep this sort of thing up? How the old boat could go! With the starting of the motor she let out an angry roar and was on her way like a flash. 1912? Yes, and with all kinds of "peps." Why didn't the garage men keep still about all the things that had dropped off the old craft in seven years of faithful service? The motor was still there—a glutton for noisy work, but one that never got enough. We had been having a glorious time passing many of the lovely modern models that hadn't time as we passed them men to get a hook into the old towing ring sticking out behind so they could keep up. That old motor just snatched us out of everybody's way except the way of "peps." They caught us because we needed oil and gas. We had to stop. And then they had to tell us. And in addition to "getting" us they would have had the car too if they could have had their way. They just loved the old disfigured relic. You could see it in the way they walked around her and the way they shot glances at one another when the motor began to roar again. "There's a car," said one, "Right," said another. Then we were off.

1912—a Packard—and some car! We thank you, Elmer. After all, fancy door handles and hub caps don't make cars go.

Among last week's arrivals "in our midst" from Salt Lake City was Glenn A. Tisdale, president of the Franklin Motor Car Company of New York, president of the Rotary Club and holder of

all records for driving a Franklin automobile from Syracuse to New York. He returned from a Rotary Club international convention.

First to greet this large man was his son Glenn Tisdale, who was willing to admit that holding down the position of head of the company during his father's absence was even a bigger job than trying to break the record of monthly sales and that record drive of nine hours between the Syracuse factory and New York, both held by the elder Tisdale. B. S. B.

### BACK TO PEACE TIME BASIS.

Partridge Organisation Has All Its Soldiers and Sailors at Work.

Having always been one of the strongest advocates of service in the automobile industry, E. S. Partridge, president of the E. S. Partridge Co., Inc., is most enthusiastic over the return of the last of the soldiers and sailors of his company who went away to fight more than a year ago and are now back in their old jobs. As he puts it: "Our organization in all its departments is now back on a peace basis and with our strongest technical experts on deck again we are in the best position possible to give the kind of service I believe all our customers deserve. I am frank to admit that our personnel was hard hit by the war and that we couldn't always give the service to customers we wanted to give them because we couldn't get the kind of men we wanted. Many

of our best men went into the war with a vim and now that the big job is done over there they are back here again and tackling the work with unusual enthusiasm. It is very gratifying to us to be able to get our heroes back and to find them so glad to be with us again. The war has taught them the value of co-operation and strict application to the task at hand and has made them better men for our business."

In going over the list of men in the service of the E. S. Partridge Company, Inc., who were also in the service of their country, it was astonishing to note how thoroughly they covered all branches of the service and how high they ranked.

Among those who were in the United States or allied armies are: Major Joseph F. Bell, Aviation Service; Capt. W. H. Nowell, Ordnance; Capt. H. M. Darling, First Canadian Expeditionary Force; Lieut. John McCullough, Owing Motor Transport Corp. Foreign Service; Sergeant Major Ralph Owen, Motor Transport Corp.; Sergeant Arthur Sackett, Motor Transport Corp.; Sergeant Dave Hagan, Motor Transport Corp.; Corporal George S. Partridge, Tank Corps; Corporal W. T. Lyon, Sixty-ninth Regiment 15th Infantry Foreign Service; Corporal Cyrus Greenburn, Pioneer Infantry; Corporal Leonard Altstadt, Fifty-first Pioneer Infantry.

Those who were in the United States naval service are: Ensign McAuley, U. S. Naval Reserve; R. F. McDuell, U. S. N. R. Chief Machinist; Charles Edwards, Chief Machinist Aviation Section U. S. N. R.; Phil Steinman, Chief Machinist Mata; John O'Mara, Seaman U. S. N. R.; Charles Coburn, Seaman U. S. N.



## Champion

Dependable Spark Plugs

**HERE is a "Champion" Spark Plug especially designed for every type of motor. Look for "Champion" on the Insulator. Ask your dealer.**

Champion Spark Plug Company  
Toledo, Ohio

Distributed by:  
LOWE MOTOR SUPPLY CO., Broadway and 55th St. Tel. Circle 1500.  
JAMES MARTIN, 134 W. 52nd St. Tel. Circle 2200.  
MOTOR CAR EQUIPMENT CO., 19 W. 68th St. Tel. Columbus 974.  
A. J. PICARD & CO., 9 W. 61st St. Tel. Columbus 1051.  
W. E. PRUDEN HARDWARE CO., 268 W. 53d St. Tel. Circle 1831.  
TIMES SQUARE AUTOMOBILE CO., Broadway & 50th St. Tel. Circle 840.  
WHITTEMORE-SIM CO., 1976 Broadway, Tel. Columbus 943.



Champion 7-18  
Adapted for Maxwell Cars  
Price \$1.00



## KEystone

TIRES

Now Guaranteed for

# 6000 MILES

THE same wonderful tires as ever—but we raised the mileage because Keystone tires always have and always will stand up for 6000 miles. We now guarantee them without reservation for that distance.

**Most Mileage Ever Given For the Money**

**KEYSTONE TIRE & RUBBER CO.**  
BROADWAY and 62nd ST.  
NEW YORK



WE would be a little less than human if we were not proud of the present status of the Cadillac.

The country's best citizenship frankly proclaims it the car of cars—the very best, and the most desirable, that human skill can build, or money can buy.

Men and women who are at the forefront of their communities, in culture, discrimination, and ability to choose the best, have entrenched it in a position of leadership, which admits of no question.

Putting this national and international preference on its lowest plane—trying to estimate the worth of Cadillac reputation in money—the imagination can not measure its value.

As we would be a little less than human if we did not prize this precious preference—

So we would be a little less than sane if we did not protect it.

Every consideration of common sense, and business acumen, and sentiment, requires that the Cadillac shall be made better, and better, and better, in the future, as it has been in the past.

We pledge you that this is the only sense in which the Cadillac will ever change—in a steady pressing forward toward higher and higher standards.

The Cadillac, whose excellence the whole world celebrates today, is the same Cadillac as the first of its type—refined with infinite patience, and unremitting zeal.

We promise you that the Cadillac of tomorrow, or a thousand tomorrows, hence, will still be the same splendid car, progressively improved—Cadillac in principle, Cadillac in high purpose, and Cadillac in performance.

Detroit-Cadillac Motor Car Co.  
Broadway at 62nd Street  
Ingles Uppercu, President

CADILLAC MOTOR CAR COMPANY—DETROIT, MICH.



# Oakland Motor Car Company

## Announces a Branch for New York City

**IT is the fixed policy and the practice of the Oakland Motor Car Company to market a thoroughly good automobile on the basis of its merits, and to support its intrinsic worth by careful and intelligent service.**

In order to carry out our program in this territory more effectively than ever before, we will establish a Branch in New York July 1st for the distribution of the Oakland Sensible Six.

**The New York City Branch will be under the management of Mr. Charles M. Brown.**

His intimate and thorough knowledge of New York City trade, both wholesale and retail, as well as of Oakland policies, will insure to every dealer and owner that degree of service and attention to which he is entitled.

Note the location mentioned below of both our wholesale and retail offices.

**Wholesale Only:**  
57th and Broadway,  
General Motors Building.

**Retail Only:**  
1758 to 1760 Broadway,  
at 56th Street.

Temporary Oakland Service Quarters are located at 207 First Ave., Long Island City, one block from the subway.